



EXPRESS MAIL NO. EV335525205US

## INTERACTIVE SHOPPING AND SELLING VIA A WIRELESS NETWORK

### CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of provisional U.S. Patent Application 60/483,460, filed June 30, 2003 and entitled "Process, System And Method For Interactive Shopping And Selling Via A Wireless Network," which is hereby incorporated by reference in its entirety.

[0002] This application is also related to provisional U.S. Patent Application No. 60/461,031, filed April 8, 2003 and entitled "Process, System And Method For Trading Goods, Information and Services Via A Wireless Network", which is also hereby incorporated by reference in its entirety.

### TECHNICAL FIELD

[0003] The following disclosure relates generally to interactive shopping and selling over a wireless network, such as based on exchanging SMS messages with cellular telephones to enable users of the phones to place bids on Dutch auctions.

### BACKGROUND

[0004] The use of wireless cellular telephones (or "cell phones") is becoming increasingly popular worldwide, and in many countries the population of owners of cellular and other wireless phones far exceeds the population of personal computer owners. However, to interact with the growing number of typical e-commerce systems (e.g., to engage in e-commerce transactions for items, such as to buy or sell products and/or services), users need to use wired devices having Internet access (e.g., personal computers). Unfortunately, such